

*From the Page to the Place: A Look at Literary Tourism and the Advantages it Can Bring to
Tourism Development*

An Honors Thesis (HONR 499)

by

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Abstract

Tourism is a central part of the world's economy, with one in every 11 jobs relating to the travel and tourism industry. There is a wide variety of categories within the tourism industry, relating to different sectors in what attracts visitors. One category of tourism is literary tourism, which focuses on people traveling to a destination because of a work of literature relating to a specific place. Two locations that attract a large amount of literary-focused tourists are The Lake District in England and Prince Edward Island in Canada. Some of the authors associated with these two regions include Beatrix Potter, Samuel Taylor Coleridge, William Wordsworth, and Lucy Maud Montgomery. After looking at elements of these two locations, and seeing how the literary tourism industry is at work and growing, I will take these findings and connect them to Indianapolis, establishing the idea that literary tourism can be beneficial to the greater Indianapolis community, through the ties of Kurt Vonnegut and John Green.

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Introduction

Tourism has become an increasingly important strategy for economic growth and development as cities and regions compete in a global economy. Tourism is widely recognized as one of the world's most important economic activities since its explosive growth during the post-World War II economic boom and over the last few decades has become more segmented as the industry began to market to more specialized interest groups. Tourism has the potential to impact on not only those who are directly participating in tourism related activities, but has cultural, social and environmental implications for host populations as well. Various types of tourism differ in their socio-economic and environmental impacts on destinations and specific locations lend themselves to different types of tourism. Literary tourism, a subset of cultural tourism, is the focus of this study. Through research on this specific segment of the industry and how it is implemented in two case studies, it can be determined how literary tourism could potentially develop as a market niche in Indianapolis.

Global Tourism

Tourism and travel are terms that tend to be interchangeable, but in fact have very different meanings. The World Tourism Organization (UNWTO) states that tourism "comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (World Tourism Organization 2015). The UNWTO also states that travel "refers to the activity of travelers, who are people who move between different geographic locations, for any purpose (Libreros 2015). Travel is the overall umbrella of the industry, while tourism is a specific part that focuses on a slightly smaller group of travelers. Another definition of importance is the idea of the visitor, who is "a traveler taking a trip to a main destination outside his or her usual environment, for

less than a year, for any main purpose other than to be employed by a resident entity in the country of place visited” (Libreros 2015). Tourism can therefore also refer to the activity of the visitors. There are three types of visitors that are classified by reasons for travel: leisure, business, and VFR, or visiting friends and relatives. Each type of visitor has specific needs and impacts a different part of the industry.

Tourism is a product and a service, but still needs to be marketed in order to fully reach the clientele it wishes to serve. Marketing is an important sector of the tourism industry, because desired travel experiences differ depending on individual interests and lifestyle. Travel agencies do their own marketing, promoting certain destinations, as well as a variety of packaged tours that can include transportation, lodging, food, excursions, and attractions. In addition to travel agencies many different entities, both public and private sector, are involved in tourism marketing ranging from cruise lines and hotel chains to local visitors bureaus and NGOs. According to The Financial Express, tourism marketing is “combination of advertising, public relations, and social media efforts that aim to attract tourists to a particular destination” (Avi 2014). The marketing process focuses on destinations or attractions and sets out to create a marketing campaign tailored to that specific place or experience, just as marketers in any industry would promote a certain product or service. Public relations are essential to tourism marketing, as there are events happening daily that can affect why people travel and their choice to travel to a specific destination. Tourism marketing focuses on creating a place image of the destination, helping to set it apart from all other destinations, enticing people to come there. It is also important to maintain a working relationship among the government, the tourism industry, and the local population in order to have a thriving tourism marketing campaign (Avi 2014).

One of the most vital components of a tourism marketing campaign is market research. After conducting market research, a destination and its marketers can better understand what travelers desire and changes can be made to the tourism marketing campaign and perhaps the destination itself in order to bring in more tourists to the area. This in turn helps to sell products, such as airplane tickets, hotel rooms, or meals, which are essential elements of the tourism industry, bringing in money to the economy. The other side of the marketing campaign is doing follow-up market research, after a person has been to a destination, and assessing what tourists liked and disliked about the area. Tourism marketing should always be changing based on tourists' needs.

Tourism not only affects the individual person who travels, and those employed at the local level, but also impacts the global economy. According to the UNWTO, one in 11 jobs in the world are located within the tourism industry. This relates into the service industry, as tourism accounts for 30% of service-related exports (World Tourism Organization 2015). Tourism is one of the fastest growing industries, and almost every corner of the world is involved. In 2014, there were 1.13 billion international tourists, compared to just 25 million in the year 1950 (World Tourism Organization 2015). Over half of these tourists traveled for leisure purposes, which highlights the importance of a tourism marketing campaign that addresses the appropriate audience and portrays the destination accurately so that tourists' expectations are met. Tourism in 2014 also experienced a 3.7% growth in tourism receipts to \$1.2 trillion, creating a positive difference of \$48 billion between 2013 and 2014 (World Tourism Organization 2015). Each of the regions of the world, Europe, Asia and the Pacific, Americas, Africa, and the Middle East, experienced growth in terms of visitor arrivals and tourism receipts. Between 2013 and 2014, the Americas were the fastest growing region, with an 8% growth (World Tourism

Organization 2015). UNWTO predicts that tourism numbers, in terms of both visitor arrivals and receipts, will continue to expand and grow, as tourism continues to develop worldwide. Different regions are predicted to grow at different rates, but the worldwide growth is supposed to approach an average of 3.3% a year, with 1.8 billion tourists traveling in the year 2030 (World Tourism Organization 2015).

There are many different branches of tourism that make up the global tourism industry. Each of these sectors focuses in on a specific affinity group or specialty. While some tourists travel because of the destination, others travel because of the activities associated with a certain place. Some examples of niches of tourism include adventure tourism, cultural tourism, heritage tourism, music tourism, culinary or wine tourism, archaeological tourism, ecotourism, sustainable tourism, wellness tourism, sports tourism, wildlife tourism, religious tourism, dark tourism, water tourism, and literary tourism (Robinette 2015). These niche markets can help to focus tourism based upon personal preference and interests, which can allow tourists to meet like-minded people, as well as getting the most out of their money and time spent traveling. Each category focuses on a different aspect of lifestyle and can draw in a variety of people to a region that focuses in on one or more of these elements. The niche markets can also lead to others potentially becoming repeat visitors to the area for the specific purpose they originally were interested, or because the destination was pleasing to them. Each niche market has a profound impact on the entire tourism industry.

Literary Tourism

Literary tourism is one example of a niche market in tourism. Literary tourism occurs when “authors or their literature become so popular that people are drawn to either those locations associated with the author, such as a birthplace, home, or graveside, or those featured

within their writings” (Hoppen 2014). As there are many forms of literature, there are several different examples that come into play when tourists are looking for literary destinations.

Although there is a multitude of places where literary tourism enthusiasts can experience their favorite work, most literary tourists seek to travel to destinations where the author lived, where the story is set, or where the story was written (Hoppen 2014).

The history of literary tourism dates back centuries, making it one of the oldest forms of media tourism. Literary tourism has been associated with the Roman Empire, but is more commonly linked to Petrarch and his accounts of literary tourism in the south of Europe in the 14th century (Van Es 2016). At the beginning of literary tourism, people were inspired to travel by works of philosophy or religious literature. Some of the first people to embark on literary travel were those who were participating in the Grand Tour, specifically the English elite (Van Es 2016). Young Englishmen would travel for a rich cultural and educational experience that would involve coming in contact with great works of literature that were inspired by or written in various parts of Europe. In the nineteenth century, people started to travel more for novels and other types of fictional work, rather than nonfiction. In modern society, there is a plethora of works of literature that could inspire a person to travel.

In 1986 Richard Butler, one of the most influential geographers engaged in tourism research, suggested four forms of literary tourism: “aspects of homage to an actual location, places of significance in the work of fiction, appeal of areas because they were appealing to literary and other figures, and the literature gains popularity in a sense that the area becomes a tourist destination in its own right” (Hoppen 2014). Graham Busby and Julia Klug expanded on these forms of tourism by adding two more in 2001: “travel writing, and film-induced literary tourism” (Hoppen 2014). Finally, in 2011, the marketing research company, Mintel, created two

more types of literary tourism: “literary festivals and bookshop tourism” (Gentile 2015). As with different niches of tourism, each sector of literary tourism brings different types of visitors to the variety of locations.

Literary tourism can be marketed through a variety of means, but the case studies presented here focus on three primary motivations. The three main categories of classic literary tourism revolve around: 1) significant destinations within the author’s life, 2) the setting of the story, or 3) the place where the story was written. If a certain destination has several of these qualities, rather than just the one, the easier it can be to draw tourists to an area. The overall experience can be more powerful for the tourist and can invoke nostalgic feelings that might induce a return visit in the future (Gentile 2015). These destinations tend to market themselves, as people indulging in literary tourism will travel to the places that are particular to their literary interests. When a destination or attraction in the destination is creating a new marketing plan, it is best to keep in mind the authenticity of the place. Most people tend to have a place image engrained in their minds as to what a certain place should look like, especially if the specific destination is a setting for the story. If a destination allows too much commercialization of the attractions, then people can be turned away, as this “fake” does not fit in with what they want to experience (Gentile 2015). England hosts many examples of creating a place image for a destination based on the literary value that is linked to a certain destination, such as creating a destination based on the mood set up by Shakespeare’s Stratford, or Dickens’ London, among a host of other destinations used by authors (Gentile 2015). Some locations are more prone to literary tourism, as they are more widely known. Other destinations have the opportunity to promote literary tourism, by focusing in on local authors and works of literature in order to delve into the industry of tourism in a specific place.

There are several strategies that can be used by marketing agencies and destinations to create promotion for an area within literary tourism. One method is transforming literary tourism from a niche market into more mass tourism, focusing in on the large events that relate to literature (Gentile 2015). Some examples could include book festivals, featuring authors and book sales that are related to a certain area, celebrating local culture or the popularity of the book itself. As literature is becoming more global, it can be easier to promote literary tourism, as there is mass appeal to a variety of people. A second method is to switch literary tourism from a cultural or heritage perspective to more international in scope (Gentile 2015). Here, works of literature themselves can create large-scale tourism, found in destinations that cater to a global population. This could range from theme parks to creating some sort of attraction that might not be directly associated with the location of the work of literature, but can piggyback off other tourism attractions that are already established. Clustering attractions to cater to several different works of literature or by combining a package of sorts in order to encompass several attractions associated with an author or piece of literature is a third method that can be used when developing and marketing literary tourism (Gentile 2015).

A final way is incorporating the idea of branding a destination in order to magnify the benefits of the literary tourism involved. A large city, such as London or Dublin, might have a number of connections with literature, which can be used in promotional materials in order to attract more tourists. Other destinations might not face heavy volumes of tourists for reasons other than literary tourism, and they could develop their marketing strategy and branding based on the literary tourism involved. This branding can involve details, such as creating a place image and listing attractions associated with a certain place, but sometimes the best branding comes from the idea of creating an emotional brand, creating ties with potential tourists to entice

them to visit (Gentile 2015). No matter what the method is for marketing a destination, it is of necessity that places can focus on the literary tourism that is involved with a region.

Case Study: The Lake District

Geography

The Lake District is a national park in Northwest England. The physical geography is conducive to generating interest from a variety of people, especially those seeking scenic landscapes. The highest point in England is located in the mountains of this region, at Scafell Pike. The region is covered with fells, or barren mountains, which lead to the landscape that has been created throughout the geological processes over the last 500 million years (Lake District National Park 2016). The valleys found within the fells are of a U-shaped design. However, the most prominent feature of the Lake District is what the region is named after – the lakes. Only one of the lakes takes the descriptor “lake,” as most of the bodies of water are described by the words “mere,” “tarn,” or “water” (Lake District National Park 2016). The Lake District is home to over fifty lakes, with some of the deepest waters in England. Some of the most prominent lakes are Bassenthwaite Lake, Windermere, Coniston Water, Ullswater, and Buttermere.

Transportation to the area is a bit of a challenge for those who do not live close by or for those who are choosing to visit the area without renting a car. Many modes of transportation are required for those who come from outside of the acceptable driving range, especially international visitors. The closest airports are located in Manchester or Glasgow, which are both an hour and a half to two hours away. By car, the Lake District is about five hours away from London. Within the Lake District, there are many windy and narrow roads that can lead to travel time between the lakes and mountains taking hours within a small geographic area. There is also limited access to the larger lakes by train from Manchester, as well as trains and buses hosting

routes between villages within the Lake District (Lake District National Park 2016). Trains have played an important role in bringing people to the Lake District in earlier stages of tourism development. Easy accessibility to the Lake District could help to bring in more tourists to the area, but the charm and natural appeal of the Lake District could be lost to increased infrastructure relating to transportation.

As the Lake District is endowed with great natural beauty, it comes as no surprise that it inspired a host of authors and poets to create works of literature. The area is also home to many authors who spent their entire lives or vacations here. Since there is a strong connection to literature, it is fitting that the Lake District is an important destination for literary tourism. A group of poets are associated with the Lake District, for spending time in the Lake District gaining inspiration and settings for their poems. These poets are commonly known as the Lake Poets, including such influential poets as William Wordsworth, Samuel Taylor Coleridge, Robert Southey, Charles Lamb, Charles Lloyd, and Dorothy Wordsworth (Lake District National Park 2016). The area is also served as inspiration for authors, such as Beatrix Potter.

William Wordsworth

It can be argued that William Wordsworth is one of the most famous writers that the Lake District produced. Wordsworth was born in 1770 in Cockermouth, Cumbria, England, located just outside of the Lake District. Wordsworth moved throughout his life, but continually returned to the Lake District for inspiration. One of the most influential people in Wordsworth's life was Samuel Taylor Coleridge, with whom he collaborated. Together, the two of them worked in the Lake District, discussing ideas and gaining inspiration from the landscape around them. These two poets initiated the Romantic era in English poetry. Wordsworth lived in the Lake District for sixty of his eighty years and passed away in Cumbria (Lake District National Park 2016). After

living there for that length of time, and allowing himself to be inspired by the natural landscapes and features of the area, Wordsworth is a central figure for literary tourism within the Lake District.

One of the main attractions associated with Wordsworth is Dove Cottage. Dove Cottage is located near Grasmere, which is one of the bodies of water found in the Lake District. Wordsworth lived in this cottage for eight years with his sister and fellow poet, Dorothy Wordsworth, and is where they created several of their individual greatest works of poetry (The Wordsworth Trust 2016). Although the cottage is simple, it produced some of the most famous works of poetry in the Romantic age. Wordsworth married while he lived in this cottage as well, which led to the birth of three of his five children in this cottage, before he finally moved out in 1808 (The Wordsworth Trust 2016). This cottage alone sees around 70,000 visitors annually (Lake District National Park 2016).

While Wordsworth wrote many pieces of poetry while in the Lake District, the one that is most recognized as being inspired directly by the Lake District is "Daffodils," which is also known as one of his most famous poems. The official title of the poem is "I Wandered Lonely as a Cloud," although it is commonly known as "Daffodils." The poem was inspired when he was walking around the Lake District one April, around Ullswater, with his sister Dorothy (The Wordsworth Trust 2016). Dorothy wrote in her journal about how the daffodils "tossed and reeled and danced, and seemed as if they verily laughed with the wind that blew upon them over the lake" (The Wordsworth Trust 2016). Wordsworth came across this account by his sister a few years later, and that is when he began to write his poem.

The daffodils impact tourism, as many tourists will flock to Ullswater around early spring in order to catch a glimpse of the same daffodils that Wordsworth was inspired by.

Cockermouth, the town Wordsworth was born in, hosts a Daffodil Day every year, celebrating Wordsworth's life and works of literature. The festival hosts tours of the daffodil gardens, including Dora Field, which is where Wordsworth planted daffodils, as well as having people speak Wordsworth's poems, and a celebration of the town and its culture as it was in Wordsworth time. Since Wordsworth lived in the Lake District for such an extended period of time, several other of his works stem from the inspiration found in the Lake District. He wrote several poems throughout his life, with some other examples including "Lyrical Ballads," which was a book of poems that he collaborated with Samuel Taylor Coleridge, "Poems in Two Volumes," which contains "Daffodils," and "The Prelude" (The Wordsworth Trust 2016). One final work of literature that Wordsworth helped to create is "Guide to the Lakes," which is a guidebook that he wrote which helped to bring tourists to the area. In this book, Wordsworth puts in descriptions of geography, places to see throughout the Lake District, suggested excursions that a tourist should take, and includes a number of his poems. (Mason 2015). This book has had a great impact on the Lake District, since this initially drew tourism into the area, but also because it contains such descriptions of the area that help to create a place image which aids in marketing the region to a wider audience. Wordsworth has had a tremendous impact on the numbers of tourism to the area, as he is known as one the most famous assets that the Lake District has to offer, in terms of literature and literary tourism.

Beatrix Potter

Another author that continually impacts tourism in the Lake District is Beatrix Potter. Beatrix Potter was born and raised in London in 1866, growing up with a younger brother. Although they lived in London, her family took frequent vacations to Scotland in the summer, which is where she began her love of writing and drawing, using her creativity to observe the

nature that she encountered (Frederick Warne & Co. 2016). When she was a bit older, her family began vacationing instead in Lake District, near Windermere, which is when Potter began to fall in love with the natural beauty of the area. Potter also had cousins in the area near where they stayed, at Brockhole. The Brockhole house and gardens served as inspiration for Potter in her writings and drawings, as she mentioned Brockhole frequently in her journals written during her time spent in vacation there (Brockhole 2016). Potter also wrote letters to other cousins from this location, with some of the letters containing snippets of story lines, as well as initial illustrations of the characters that she was developing (Lake District National Park 2016).

Potter is most commonly known as an author of children's books, although she was also talented in her sketching. Her visits to the Lake District inspired her to create several of her most famous characters, as she began sketching them earlier in her life (Frederick Warne & Co. 2016). After Potter began to sell her stories she bought a farm in the Lake District, called Hill Top Farm, which later became prominent in some of her books (Frederick Warne & Co. 2016). She eventually got married and ended up buying quite a few more farms, investing in farmland and livestock. Potter settled down completely in the Lake District and eventually died at Castle Cottage, the home her husband and she built (Frederick Warne & Co. 2016). After her death, many of her farms were deeded to the National Trust to be cared for, except Hilltop Farm, which was left as in private hands. This farm has become a large tourist destination and receives thousands of visitors a year eager to catch a glimpse of the life and landscape that Potter was inspired by (Frederick Warne & Co. 2016).

The film "Miss Potter" was inspired by the life and writings of Potter. To gain authenticity in the movie, the film crew decided to film throughout the Lake District in order to be able to show the natural beauty of the area as it was when she saw it (Lake District National

Park 2016). Since the film was shot in the Lake District, fans of the movie, as well as the writer, can come to the Lake District as tourists in order to see glimpses of her life in person. The film has had an impact on tourism in the area, although the timeless nature of Potter's story and own life continues to draw in a variety of guests to several different attractions throughout the area.

Potter's characters and works are fictional, although some of the locations mentioned in her works, are places that actually exist, such as Hill Top Farm. The impact that she has on literary tourism is outstanding. Her children's stories and characters are beloved to a wide range of people that would travel to try to experience the fictional work in real life. She has created several lovable characters throughout her books, but one of her most prominent characters is Peter Rabbit.

Peter Rabbit was the first book that was published by Potter. He appeared in *The Tales of Peter Rabbit*, as well as in five other stories throughout the next several years (Frederick Warne & Co. 2016). Peter Rabbit first appears in a letter to a sick boy that Potter wrote, which included sketches of the story. This would later develop into the entire story of Peter Rabbit, complete with his entire family. Peter Rabbit is a character that appeals to a global market, with over 40 million copies of the book sold (Frederick Warne & Co. 2016). The Japanese, in particular, are keen on the character of Peter Rabbit and all of the settings where the books take place. In terms of tourism, the Japanese come in large numbers to the Lake District for the purpose of learning about Potter and the places she wrote about. In Japan, there is also an exact replica of her house, as well as a theme park dedicated to Potter and Peter Rabbit, spreading literary tourism into the country where many of Potter's fans reside (Frederick Warne & Co. 2016). Creating the theme park is a great example of marketing literary tourism globally by creating attractions related to the story in locations other than where the author lived, wrote, or where the story took place.

Potter wrote 23 original tales, with many different main characters that also became popular among children, such as Jemima Puddle-Duck, Johnny Townmouse, Benjamin Bunny, Mrs. Tiggy-Winkle, Mr. Jeremy Fisher, Miss Moppet, Tom Kitten, Mrs. Tittlemouse, and Mr. Tod (Frederick Warne & Co. 2016). These characters all come with their own stories, as well as sometimes crossing over into other stories. In terms of tourism, these characters get a special mention in the Lake District. As the characters are not real, but come from observations of real animals, there is a Beatrix Potter Trail around Brockhole's grounds that serves as an educational experience for those who walk it. The trail mentions the animals used as inspiration by Potter, as well as including facts about the habitat in which they are found. The trail is also home to the animals that Potter used in her stories in order to create a mood for tourists that their beloved stories are coming to life (Lake District National Park 2016).

Samuel Taylor Coleridge

Another famous Lake District-inspired poet, briefly mentioned earlier, is Samuel Taylor Coleridge. Coleridge is one of the most prominent poets from England, also one of the Lake Poets helping to establish this movement in poetry (Lancaster University 2010). Coleridge encountered the Lake District through his friendship with Wordsworth, as they walked around the lakes for about three weeks, discussing poetry and sharing ideas. Their friendship led to the creation of several works of poetry, both together and independently that have helped to shape the Romantic era of poetry (Lancaster University 2010). One of Coleridge's most famous pieces are his notebooks, which are a collection of his thoughts and ideas over the later part of his life (Lancaster University 2010). The notebooks were a result of his time with Wordsworth at the lakes, as well as his thoughts that they composed after having left the lakes. The books read like a journal, picking up at different dates and coming back to ideas that were previously portrayed.

The notebooks began the summer after Coleridge left Greta Hall, which is the house he lived in for some time in the Lake District (Lancaster University 2010). Greta Hall is now home to a family owned bed-and-breakfast, serving to cater to those who are engaging in literary tourism, so that they might experience a slice of history. According to the website for Greta Hall, the halls and rooms have seen key literary writers, such as “William and Dorothy Wordsworth, Lord Byron, Keats, Shelley, Sir Walter Scott, Sir George and Lady Beaumont... making Greta Hall an inspiring place for a holiday or research” (Greta Hall 2016).

Coleridge also wrote two letters to Sara Hutchinson during his time in the Lake District in 1802. In these two letters, he describes to Sara the geography of the area, as he takes an excursion around several villages in the lakes (Lancaster University 2010). Some of the accounts of the landscape are near duplicates of those that he covered in his notebooks, showing the accuracy with which he represented the region. These documents have been helpful to those that wish to see the Lake District and wish to see the best scenery. Coleridge created a walking tour that he planned for nine days and he encountered various landscapes that the region provides, as well as taking in local culture in the villages scattered throughout the region. Tourists can take these textual elements and follow the same walking trail as Coleridge, taking in the same scenery that he experienced while musing life and poetry (Lancaster University 2010). This was not Coleridge’s only touring association with the Lake District though, as he came to visit on several occasions a variety of places in the region. He eventually even came to settle in the area, because of his love of the region (Lancaster University 2010).

Although his poetry can be seen as inspired by the Lake District, Coleridge did the most for literary tourism through the Lake District by creating the two works comprised of his letters and notebooks. Using this material plus the an earlier account by poet and historian Thomas

Gray of his travels through the Lake District in 1769 scholars at Lancaster University are collaborating on a project called "Mapping the Lakes: A Literary GIS." This project aims to integrate the writers' textual experience of place with the spatial possibilities provided by GIS mapping techniques. This work could eventually provide a platform useful for those who seek to market literary tourism through the eyes of the writers. (Lancaster University 2010).

Coleridge contributed much material for the encouragement of tourism in the Lake District, but unlike Wordsworth, his poetry is not directly connected to the Lake District. The literary tourism that surrounds Coleridge stems from the writer's life and his presence in the Lake District. Tourists who are seeking a glimpse of Coleridge's life and experiences in the region would want to visit attractions such as Greta Hill or take a walk on the walking trail that Coleridge created through his notebooks and letters. Literary tourists can experience a day, or several days, in the life of Coleridge, and walk with him through his beloved Lake District.

Robert Southey

The final writer considered here is Robert Southey. Southey, like Wordsworth and Coleridge, was also a Lake Poet, as well as a Romantic poet, capturing the same writing style as the other two. Southey wrote a mixture of poems and prose, leading to the creation of many "epics, romances, ballads, plays... biographies, essays, reviews... and a farraginous work of fiction, autobiography, and anecdote" (Poetry Foundation 2016). Southey befriended both Coleridge and Wordsworth, leading to the creation of several works of literature, due to the discussions that resulted from these friendships. Like Coleridge and Wordsworth's friendship, the friendships he encountered led to intellectual conversation and stimulation that affected all of their works (Poetry Foundation 2016).

Coleridge spent a -most of his early life living in London. After his marriage, he traveled a great deal around England, and all over Europe. After dealing with a number of deaths in the family, he brought his family to visit Coleridge in Greta Hill (Poetry Foundation 2016). Southey and his family moved in with Coleridge and his family, who actually ended up leaving shortly after the Southey family arrived. Once Southey moved in, he never moved away, except for some days of vacation. From Greta Hill, Southey continued to write and immersed himself in the culture of the Lake District. Southey fell so much in love with the Lake District that he even turned down job offers at universities, newspapers, and libraries in order to stay in the home he made (Poetry Foundation 2016).

Southey also took some ideas from Coleridge as he wrote several descriptive accounts of the Lake District, creating a textual representation of the area that has inspired so many writers. Here, readers could begin to understand the beauty of this area. But, unlike Coleridge, his accounts came into play through the use of works of fiction, as the Lake District was used as a setting for much of his prose (Poetry Foundation 2016). Through these works, potential tourists can experience the Lake District through the eyes of another writer, in a different form than from any of the others previously mentioned.

The Lake District has been an essential point for many authors, including several more that were not mentioned above. The roots of literature run deep throughout the Lake District, creating a great base for literary tourism, from the writers who lived there and the works of literature that were inspired by and set in this region.

Impact of Tourism on the Area

Literary tourism has helped to bring visitors to the Lake District, but there are many other types of tourism found in the area, due to the beauty of the landscape, as well as outdoor

activities. However, in terms of cultural attractions, places associated with literature are the biggest selling points in attracting tourists to the region. Tourism continues to expand and develop, as more people become interested in literary tourism and are hoping to see where influential writers worked and lived. Examining the several writers above through the lens of the three main categories of literary tourism, the Lake District touches on all of these elements. There are works that are set in the Lake District, there are authors that lived in this area, and there are works that were written in this area. Some of the writers are more conducive to literary tourism, as they have several of these elements through their lives or their works. Other writers have fewer elements, which could still attract people, but might reduce the numbers of visitors to the region for that particular writer or piece of literature.

Tourism in the Lake District is continually growing and expanding as the demand continues to expand. Tourism is a main component of the economy in the Lake District. With the influx of tourists to the region, the local area is provided with new opportunities for employment through the attractions that people are coming to visit, as well as jobs within tourism-related industries, such as hotels, restaurants, shops, and tourism centers. The increase in infrastructure can lead to a higher standard of living for the residents of the Lake District.

Tourism in the Lake District is continually growing, showing significant growth in terms of economic growth and number of tourists especially, since 2010. In 2010, the region brought in £927 million, while in 2014, this number rose to £1.14 billion, including a 9% increase from 2013 to 2014 in tourism revenue (Lake District National Park 2016). The number of visitors to the area also increased throughout this time period. In 2010, the number of visitors totaled 15.2 million, while in 2014, that number increased to 16.4 million (Lake District National Park 2016). As more tourists come into the Lake District, more jobs are created as a result, bringing more

economic growth to the area. In 2010, the number of tourism related jobs were 14,865, while that number increased to 16,013 in 2014 (Lake District National Park 2016). In England overall, the number of international tourist arrivals totaled approximately 32.6 million (World Tourism Organization 2015). While these numbers might look comparable, the numbers of tourists to the Lake District also include visitors from throughout the United Kingdom, while the number of visitors to the United Kingdom only represents those who cross borders. Not all of the arrivals to the Lake District are there for the sole purpose of literary tourism. Numbers are hard to decipher in terms of who comes for strictly literary tourism, compared to other niche markets that attracted to the Lake District. Since there are so many attractions in the Lake District that are relevant to tourists, it can be speculated that even if a tourist came into the area for a specific purpose, the markets could overlap.

Tourism is developed in the Lake District, in terms of the necessary infrastructure to support tourism, such as hotels, restaurants, tourism centers, roads, and methods of transportation. The accommodations in the local area, including those in the national park of the Lake District and the Cumbria region, average an occupancy rate between 50-60% year round (Lake District National Park 2016). Transportation is also improving, as more routes are opening up to allow travel between larger cities in England, as mentioned earlier. Another aspect of infrastructure is a Web presence, as this is the digital age. Many tourists that might want to do research on a destination would want to find out up-to-date information on a Website, including festivals happening, where to stay, and recommendations from other tourists about attractions that might be of interest. Attractions that have Websites could be particularly useful to a potential visitor by providing information in one central spot.

Tours are also an important part of the tourism industry. Packaged tours make travel to the Lake District easier. Tours also allow for multiple parts of the tour to be compiled into one simple price and allow for tourists to not worry about details in planning. There are several different tour companies that offer packaged tours, both pre-planned and customized, that allow for a potential visitor to truly get the best experience out of the Lake District, catering to the niche markets they want to experience. In terms of literary tourism, there are also specific tour packages that focus on the literary elements. One in particular, Lake District Tours, caters to literary tourism, conducting tours focused around the life of Beatrix Potter, William Wordsworth, or a combination of both. Here, guests can visit places where the writers lived, as well as places that inspired these authors. The guided tours also provide more information about historical details that a person visiting a site by him or herself might not experience (Millennium Travel Ltd. 2016). Tours provide an opportunity for further developing a niche market, or combining different markets of tourists.

As tourism can adversely impact an area, one theme that tourism promoters should keep in mind as it develops is sustainability. Tourism can bring in a large amount of growth to an area, especially in terms of the economy. As tourism grows, jobs are created and more infrastructure is needed to accommodate all of the incoming visitors. The increase in visitors therefore brings in more money for the region, as guests will be likely to spend money while visiting the area in some form. Tourism can also help to preserve the history of cultural aspects of a certain destination. In terms of literary tourism, the history behind the authors and the impact of the works of literature on the culture as a whole can be preserved through allowing visitors to experience literature first hand. Tourism can also provide environmental benefits, as a certain

destination might want to preserve the natural landscapes of a region, and the money coming in from tourism can help to fund those efforts.

One of the biggest negatives from tourism is then affected by the amount done to preserve sustainability. If humans allow the natural and cultural landscapes to be degraded, especially as tourism continues to grow with infrastructure, then the destination will not be preserved for future generations. The ecological effects of tourism are of extreme importance in order to preserve a destination for future use. Fortunately, the UK has very strict environmental and landscape preservation regulations. The Lake District authorities started several initiatives to better integrate responsible tourism and communication between tourism-related businesses and the local community. One in particular is the Responsible Tourism Scheme, which is operated by the Tourism & Conservation Partnership. Through this, businesses commit to donating money to help conserve tourism resources and to help create data about how the businesses are making a positive contribution to the environment and the economy (Lake District National Park 2016). The data will also show how much money visitors raise and how much is donated by the businesses. The money that is donated by the businesses can be donated to projects related to the environment, to restoration of historical buildings, to maintaining natural trails, to a variety of other conservation efforts throughout the Lake District (Lake District National Park 2016). Another facet of the Responsible Tourism Scheme is promotion local employment and using local services in businesses, in order to keep more money within the community and preserving the quality of life of the locals. In 2005, there were 93 businesses involved with many more hoping to enter (Lake District National Park 2016). Efforts like the Responsible Tourism Scheme help to maintain sustainability of tourism throughout the region.

Analysis

Many of the writers actually vacationed in the Lake District, participating in tourism in the area before they became points of interest for the future generations. Tourism has continued to expand and develop as the years have moved on, switching from more recreational tourism, to a focus on literary tourism and the history that comes with that.

Tourism in the Lake District is following proper procedures to develop tourism at appropriate growth rate, especially with the initiatives in place to maintain sustainability of the area and of tourism itself. Literary tourism utilizes resources the area naturally provides in the form of scenic landscapes and historical attractions. Promotion of attractions is carried out by governmental agencies like the national park, private tour companies comes from tour packages, the Lake District as a whole, and from the individual attractions, helping to promote the attractions from a variety of sources. Tourism promoters have also made strides to involve the community, rather than remaining aloof. Tourism continues to give back to the local businesses, both those that are tourism-related and those not related to tourism. The community works together to maintain the wealth of resources available for tourists, especially in terms of literary tourism.

Literary tourism efforts would benefit from focusing even more on the wealth of literature that comes from this region. A handful of tours currently exist that combine several different authors, but it would be a change to incorporate some of the lesser known writers that have experienced the Lake District with the more famous writers, to create a more educational experience that can allow the tourists to learn about other writers. The Lake District has impacted many writers through the natural beauty of this region. By researching more into other writers who spent time in the Lake District, a whole and complete tour package could be created.

Tourism has significantly impacted this area, bringing a plethora of opportunities for employment and development. The region seems to be maintaining the authenticity of the attractions that stem from this region. Many of the attractions also retain the same atmosphere and landscapes as the writers experienced them. Beatrix Potter left instructions on how to maintain Hilltop Farm, which helps visitors to truly immerse themselves into the Potter experience. By preserving authenticity, tourists gain a new appreciation for a culture that is different from their own.

Case Study: Prince Edward Island

Geography

Prince Edward Island is one of the provinces of Canada. It is an island in the Gulf of St. Lawrence, connected to the mainland by the Confederation Bridge (World Atlas 2016). The island has a variety of physical features, but mostly consists of rolling hills and tree-covered landscapes and fertile farmland. Along the northern coast of the island, there are also a few barrier islands. Since it is an island, there are also beaches along the coastlines, with salt-water marshes among the beaches (World Atlas 2016). One of the most defining features of the island is the exposed red soil that covers many of the beaches, sand dunes, and sandstone cliffs that face the Gulf of St. Lawrence. The geography of the island helps to lend itself to stunning views that capture the charm of the island.

Prince Edward Island, usually abbreviated to PEI, is the smallest of all of Canada's provinces. It is one of the three Maritime Provinces, with the other two being New Brunswick and Nova Scotia. Along with the barrier islands and the main island, there are a total of 232 islands that make up the province (World Atlas 2016). The entire province is comprised of 2,190 square miles. PEI is also well known for its unique flora and fauna. There are species of some

plants that are only found on this island, including a new species of fungus that was discovered in 2008 in a stream on the island (World Atlas 2016). There is also an extremely rare breed of whale that lives in the waters near PEI, helping to bring in tourism through whale watchers, to the island. Tourists are attracted by the natural features of the island including, its gently rolling landscapes and the warmest and most extensive beaches in Canada.

Even though PEI is a small island, there are a variety of methods of transportation to the island. It is possible to drive, fly, or take a ferry to get to the island. The Confederation Bridge connecting the island with New Brunswick is a tourist attraction in itself and provides easy access to the island by car. Another method of transportation is by ferry which is only operational from May to mid-December. This 75-minute journey begins in Nova Scotia and ends in the southeastern part of the island. The final method of transportation to the island is by air. The Charlottetown Airport is located in the capital city of Charlottetown in the southern of PEI. The island is served by three airlines: Air Canada, West Jet, and Sunwing Airlines (Charlottetown Airport Authority 2016). Flights mostly connect to Toronto, with a few other Canadian cities being departure points. PEI, although rather isolated in the past, is now well connected to Canada's largest cities and the Canadian mainland.

Anne of Green Gables

Prince Edward Island as a second case study of a region receiving large numbers of literary tourists differs from the Lake District because literary tourism hinges entirely on a single author and one character from her works, *Anne of Green Gables* by Lucy Maud Montgomery. The novel was published in 1908, and has since sold more than 50 million copies (Prince Edward Island Tourism 2016). The novel has inspired at least eight sequels from Montgomery, due to the success of the first. The novel has also spawned a global merchandising empire with many

products branded with Anne's face. The book has also been adapted into a number of films, television movies, television series, stage productions, radio programs, and Web series, in the past 100 years since the novel was published. The impact of the novel has led to continuing stream of cultural production, creating new fans of the book through adaptations of the same storyline.

PEI is important to the storyline of the novel, as the setting of the novel. A farm family living on Prince Edward Island adopts a girl named Anne from an orphanage in Halifax. The novel follows the life of Anne as she adapts to life on the island (Jalic Inc. 2015). Many attractions mentioned in the novel are actually located on the island. Literary tourism thrives off of the landscapes that so many readers have come to know and love were described by Montgomery in her novel. Montgomery herself was a Prince Edward Island native, leading to her knowledge about the island. Her grandparents owned a farm in Cavendish, which served as the inspiration for the farm, Green Gables (Jalic Inc. 2015). Montgomery grew up in the household of her grandparents, after her mother died at a young age. Her grandparents told her fantastical stories, which led to Montgomery developing a lively imagination from a young age (Jalic Inc. 2015). While Montgomery was in school, she read a wide variety of literature, from novels to poetry, which began her love affair with writing. At the age of nine, Montgomery began keeping a journal to collect her thoughts and the beginnings of her earliest story ideas and poems. As her life moved on, she continued her love of writing by working for a local newspaper, where she became a proofreader and writer (Jalic Inc. 2015). In the spring of 1904, she began writing her first novel about Anne, and started to pursue publishers. She faced a great deal of rejection before finally publishing her novel in 1908, leading to great success and several sequels (Jalic Inc. 2015). Montgomery's life on Prince Edward Island helped to spark a beautiful setting for her

story to take place, taking elements from her childhood into consideration while creating the working plotline of her novel. The nostalgic nature of Montgomery's novel is one reason why tourists flock to PEI, to try to get a taste of the life that was inspired by the island. *Anne of Green Gables* and Montgomery herself have helped to create an idealized version of rural life on PEI that firmly linked the setting with a thriving literary tourism sector.

In terms of attractions, there are some that were directly inspired by the novel, while others are more generally associated with the settings in the books. One of the biggest attractions that sees hundreds of thousands of visitors every year is the Green Gables Heritage Place, which includes the farmhouse that served as the inspiration for Montgomery's *Green Gables*. Within the complex, there are also several museums and natural attractions that bring visitors into the world of Anne and Montgomery (Prince Edward Island Tourism 2016). The entire site is located in Cavendish where Montgomery grew up. This shows that authenticity of the location used as the inspiration for the story, especially since Cavendish is a small area on the island.

The house contains rooms that were mentioned in the book including the kitchen, entrance hall, dining room, parlor, pantry, Matthew's room, Anne's room, Marilla's room, hired hand's room, the guest room, and a sewing room (Prince Edward Island Tourism 2016). Visitors are allowed to wander throughout the rooms, seeing the rooms decorated as they were described in the books. For those who might want a virtual experience, or for those for whom travel might not be possible at the moment, the Website for the Green Gables Heritage Place has videos of some of the rooms posted to create a virtual tour.

The Heritage Place also hosts the real places that inspired book's *Haunted Woods* and the *Lake of the Shining Waters*: Balsam Hollow and Campbell Pond (Prince Edward Island Tourism 2016). Visitors are invited to walk along the trails and explore the landscape as Anne did. The

natural landscape lends an undeniable air of authenticity to what is in reality a fictional setting. Along the property, small other museums are dedicated to other aspects of Anne's fictional life.

The site of the house where Montgomery grew up is located a quarter mile down the road from the Heritage Place. Although the buildings on the property were torn down, it is listed as one of Canada's National Historic Sites (Jalic Inc. 2015). Visitors are free to roam around the property, around the fields, the lanes, and the gardens, where Montgomery spent a great amount of time writing under the trees that supposedly existed on the property at the time. This attraction allows tourists to connect with the author, as well as being in close proximity to several natural locations that were inspirations for settings. The entire Cavendish area is saturated with merchandise reflecting the image of Anne, or other details associated with the novels (Prince Edward Island Tourism 2016).

The Cavendish that Montgomery lived in and other nearby villages directly inspired the fictitious Avonlea that is used in the novel. Tourism promoters created Avonlea Village, which caters to literary tourists seeking the "real" Avonlea in Montgomery's books. Avonlea offers a variety of foods that are native to the island, or incorporate popular dishes of the region into the menus of the several restaurants located within the village (Avonlea Village 2016). The village hopes to create a charm that showcases the vernacular culture of the island as well as creating a working village based upon a fictional concept. The village contains the actual schoolhouse that Montgomery taught in, the minister's residence, and the 1872 Historic Long River Church, as well as containing several replicas of houses and shops that would be present in the life of Anne (Avonlea Village 2016). Some of the stores also serve as working stores, selling Anne merchandise or adopting the name of Anne in their products. The village also hosts small live music sessions that allow guests to experience some of the music that is native to the island.

The Anne of Green Gables Museum is also located on Prince Edward Island. The museum contains over a hundred acres of walking trails and gardens, as well as a main house that hosts a variety of Anne-related memorabilia, whether belonging to Montgomery directly, or as replicas of items that were mentioned in the novel (Campbell 2016). The museum also hosts a gift shop, which contains a plethora of Anne related merchandise. The museum strives to create more authentic feel than Avonlea Village by emphasizing its direct connections with Montgomery and her family. For example Montgomery was married in house which serves as a museum and the land once belonged to her uncle.

Impact of Tourism on the Area

Tourism has completely changed the face of Prince Edward Island, especially the northern part that is essential to literary tourism. According to the Tourism Industry Association of Prince Edward Island (TIAPEI), tourism is a “critical driver of economic activity, employment, and tax revenue for Prince Edward Island, and Canada” (TIAPEI 2016). Tourism is an employer of nearly 15,000 people on the island for jobs relating to tourism, which is over 10% of the entire island’s population (TIAPEI 2016). Over 1.2 million visitors come to Prince Edward Island every year, compared to all of Canada’s 16.5 million international visitors (World Tourism Organization 2015). In 2009, tourism and tourism-related activities brought in 372.9 million Canadian dollars, which accounts for 6.8% of the entire island’s GDP (TIAPEI 2016). The government has also been instrumental in supporting tourism, as it donates a significant amount of money to continue the development of tourism. According to TIAPEI statistics, for every \$1 CAD invested into tourism by the government, there is an increase of \$2.80 CAD in terms of government revenues (TIAPEI 2016). Funding tourism helps the tourist activity to grow, as well as directly affecting the economy of a region.

In terms of international visitors, tourists arrive from all over the world, especially from the United States, some countries in Europe, and particularly a large numbers from Japan. Japan has a strong connection to Prince Edward Island because of *Anne of Green Gables*. In Japan, the Anne stories are enormously popular. The novels were entered into school curriculum in 1952. This resulted from the time after World War II when Japan was hoping to educate youth with more Western based literature. Hanako Muraoka, translated *Anne* and soon it was distributed around Japan (Prince Edward Island Tourism 2016). Anne became something of a cult figure, even getting an anime version in later years. Anne has become an important icon in Japanese culture, creating a wide variety of merchandise and even prompting young girls to dye their hair red to be more like the “exotic Anne with red hair” (Prince Edward Island Tourism 2016). Thousands of Japanese tourists flock to PEI each year to see the sights and live in the experience of Anne. Japanese couples even head to the island to get married, to share something in common with Anne. Besides anime and merchandise, Anne has also inspired an Anne Academy in Japan, national fan clubs, a nursing sister school to the University of Prince Edward Island’s nursing school, donations from the Japanese to maintain and develop tourism, and magazines dedicated to the natural landscapes of PEI, as well as the attractions that are central to the storyline of Anne and Montgomery’s life (Prince Edward Island Tourism 2016). The Japanese come in numbers to the island, helping to continually develop tourism further in order to meet their growing needs. Tourism is marketed to several countries where visitors come from, but the marketing campaign is quite extensive in the Japanese market, hoping to entice visitors to approach the land of their beloved cultural figure.

Just as in the Lake District, infrastructure is crucial in order to sustain tourism, especially on an island. Roads have continually been improved, benefiting the visitors that come by car.

The Confederation Bridge linking PEI with New Brunswick was built in the 1990s, creating easier access, but also reducing visitors' stays, as it is now easier to leave the island after a day trip. Accommodations continue to increase as tourism numbers rise. Tourism visitor centers are also scattered throughout the island, focused on the main areas of tourism, as well as at the airport (Prince Edward Island Tourism 2016). These centers provide information about attractions, dining, entertainment, and answer general questions associated with travel and tourism in the area and the overall guest experience.

Organized tours are also crucial for Prince Edward Island, especially for literary tourism. There are several different attractions scattered throughout the Cavendish region that are relevant to the *Anne of Green Gables* series. By taking advantage of tours and packages, visitors can get the most out of their experience, for less money. Usually packages offer some type of deal that would save visitors money as they buy attractions in bulk. The attractions themselves create their own tour packages, providing a "for one price, get all these attractions" option, including the Green Gables Heritage Place, the site of Montgomery's home in Cavendish, the Anne of Green Gables Museum, Avonlea Village, Montgomery's birthplace, and a ticket for the Anne-inspired musical (Prince Edward Island Tourism 2016). This package creates an Anne experience that combines all facets of the Anne story into one package. Other local tour companies also offer tour packages focused on Anne and Montgomery that include the elements listed above, as well as other excursions. These tours vary from providing transportation to the island and accommodations to local motor coach tours. Some tours also incorporate other forms of tourism, such as sun and beach tourism, golf tourism, and culinary tourism, which are other niche market forms of on Prince Edward Island.

Tourism is also developed through the presence of Websites that are important to attractions. Each attraction for Anne and Montgomery has a working Website where visitors can explore information about the attractions, from directions, to pricing, to booking tickets online. The Prince Edward Island tourism Website also hosts an entire section devoted to *Anne of Green Gables*, helping to promote literary tourism and reaching a tourist market that might not be looking directly for this type of tourism.

The Tourism Industry Association of Prince Edward Island focuses on maintaining sustainability of tourism, as well as encouraging appropriate development. The association is made up of members that want to properly develop tourism by working together. Association goals focus on promoting and advancing tourism, continued development and maintenance of tourism facilities and attractions, and creating a wider interest in tourism among the local community of Prince Edward Island (TIAPEI 2016). By not allowing tourism expand too quickly, authenticity can be maintained. Literary tourism, by far, is one of the largest markets of tourism on the island. Since many of the attractions relating to Anne revolve around natural landscapes, it is also important to maintain and preserve these features, instead of permitting overbuilding and inappropriate land use. PEI keeps many of the grounds as Historic Sites, which helps with the development of infrastructure farther away from the actual grounds, keeping the charm prevalent.

Analysis

Prince Edward Island capitalizes on the availability of tourism-ready attractions that the *Anne of Green Gables* stories inspire. Literary tourism is such an important part of the entire tourism industry because the setting of the story, the location where the story was written, and the location that the author lived are located within a relatively small area. By combining these

three elements, the Cavendish area of PEI maximizes on the opportunities that exist. The entire area is filled with attractions relating to Anne recreating the atmosphere of the time when the series was written. By maintaining authenticity, the area comes to life creating a definitive place that tourists can go to in order to experience a beloved literary character. Prince Edward Island capitalizes on the individual markets that are attracted to the area, especially in terms of the Japanese. Japan might seem like a far distance for some tourists to travel to the island from, but the tourism marketers focus on the supposed authenticity of attractions allowing Japanese tourists to experience their imagined versions of 19th century life in rural PEI. By intensely marketing Anne in Japan, PEI tourism promoters focus on markets that already have an interest in the books. One thing that tourism authorities can capitalize on further is the idea integrating different market segments. Although many tourists come for the Anne experience, many other tourists come for the beaches, or for culinary tourism. Since the island is now more accessible, people can return to the mainland, after they have satisfied their specific tourism interests. If the tourism board combined more of the markets into packages, the tourists could get an overall feel for the island, and could potentially lengthen their stays. The island has a lot to offer in terms of cultural and natural resources by promoting those aspects alongside of the markets already established PEI could attract tourists that might be interested in a general tour, combining several different elements, instead of just literary tourism.

On the other hand, tourism can also continue to grow in terms of literary tourism, by hosting festivals or events that are relevant to the story of Anne. These events could bring in larger numbers of people to the island. This could only work, however, if there is enough infrastructure and a careful assessment of the island's carrying capacity. Fortunately, tourism

seems to be working well on the island with few adverse consequences, especially since it is a crucial aspect of the local economy.

Case Study: Indianapolis

Geography

. Indianapolis is often promoted as the “Crossroads of America.” Its Midwestern location makes it accessible to many parts of the United States and southeastern Canada. The landscape of Indianapolis is typical of the region with much flat or gently rolling land. The city and surrounding suburbs are dotted with parks that provide green space and a natural feel to the city, but there are no large distinctive geographic features that might be of interest to visitors. The city and suburbs are surrounded by farmland emphasizing the historical importance of agriculture to the region in terms of livestock, as well as crop production.

Since Indianapolis is centrally located, it is quite accessible to visitors. Indianapolis has an international airport with global connections through nearby Chicago. Indianapolis is also a 3-5 hour drive from Chicago, Cincinnati, St. Louis, and Nashville and is connected by several major interstate. Indianapolis is also in the direct center of the state, which makes it accessible to in-state visitors as well.

Potential for Literary Tourism

Tourism in Indianapolis has been significantly growing, especially since large events, such as the Super Bowl, have been hosted in Indianapolis in the last couple of years. In recent years, as many as 26 million people visit Indianapolis each year, spending about \$4.4 billion dollars, which creates \$1.1 billion in tax receipts as well as 75,00 full-time employees in tourism related activities (Visit Indy 2016). Tourism has played a significant part in helping Indianapolis to grow and develop as a city. As one of the largest cities in the Midwest, it contains attractions

for people of all ages and interests. There are several different niche markets represented throughout the Indianapolis area, including conventions, sports tourism, arts tourism, historical tourism, music tourism, and shopping tourism (Visit Indy 2016). However, Indianapolis does not focus on literary tourism by any means. However, there are some strong connections to the area in terms of literature and authors that can be expanded upon appealing to a variety of tourism markets.

Kurt Vonnegut

Kurt Vonnegut is most famous for his novel *Slaughterhouse-Five*, as well as his other thirteen novels and several other works of fiction and nonfiction. He was born in Indianapolis in 1922. In his later childhood, his parents felt the effects of the Great Depression that was raging at the time and has been cited as the foundation of Vonnegut's pessimism and darker side (Kurt Vonnegut Memorial Library 2015). Vonnegut worked in the advertising industry while he worked on his fiction on the side. He initially started out by writing short stories, but then switched to novels, and in 1969 he published *Slaughterhouse-Five*. Throughout most of Vonnegut's stories, he combines elements of satire and dark humor, using an element of humor despite the tragedy that might be occurring in the plotline (Kurt Vonnegut Memorial Library 2015). Vonnegut used his upbringing in Indianapolis as a source of inspiration for his novels, by taking the "American values" supposedly abounding in Indianapolis and transferring them as elements of parody in his novels (Kurt Vonnegut Memorial Library 2015). Although Indianapolis is not directly a setting of his stories, it has been influential. For example, Vonnegut juxtaposed typical Midwestern, and therefore American, values and morality with the horror of the firebombing of Dresden, where he was held as a POW, by Allied planes during World War II. Currently, there is not a large literary tourism market based upon Vonnegut and his novels,

though his works have had a significant impact on contemporary culture and society in America especially. The most conspicuous attraction in Indianapolis connected to Vonnegut is the Kurt Vonnegut Memorial Library, which contains replicas of rooms Vonnegut sat in while writing, as well as a large collection of memorabilia associated with the author (Kurt Vonnegut Memorial Library 2016). The library hosts several events and programs throughout the year that honor Vonnegut and his works of literature. The library is also currently hoping to expand to a larger building that would provide four times as much space than the current space has. Through this development, tourism could grow, as more exhibits would come into play.

A lesser-known attraction is Vonnegut's boyhood home. However, the house is privately owned and is now on the market for sale. Vonnegut spent a large amount of time here, and presumably, he developed the characteristics here that inspired his unique writing style. This home is of great importance for Vonnegut fans and could be an essential element in developing literary tourism in Indianapolis.

John Green

A more recent author who has ties to the Indianapolis area is young adult author John Green. He has gained popularity within the past ten years, due to the success of his novels *Paper Towns*, *The Fault in Our Stars*, *Looking for Alaska*, and *An Abundance of Katherines*, two of which have since been made into movies. Even though these books are newer publications, the impact of Green on the younger generation can have a great impact on the face of literary tourism in future generations.

Green was born and raised in Indianapolis and continues to live there today. He began his writing career after college, when he published his first novel. After moving away from Indianapolis for a while, he eventually moved back and used it as the setting for one of his most

popular novels, *The Fault in Our Stars* (Lastufka 2016). Indianapolis is therefore essential to developing literary tourism.

Although Green seems an unlikely candidate for developing literary tourism, since Green has had such a substantial impact on young adults, a whole new generation of literary tourists could evolve. By taking the time to travel to locations where books are set, or gaining inspiration from the city where the author lived, young readers might be able to connect further with their beloved novels. By inspiring this desire to travel for literary reasons, younger generations might be attracted to the idea of literary tourism and continue to expand their interests and travel to locations of other novels, creating an expanded market for literary tourism. The success of Universal Studios “Wizarding World of Harry Potter” is a testament to the ability of young adult literature to create a mass following of literary tourists. By expanding upon the work of John Green, literary tourism can take on a whole new market that can change the way literary tourism is looked upon as a sector of the tourism industry.

Literary Tourism Development

Indianapolis is a perfect market for creating this new brand of literary tourism. Even with Vonnegut, who is a more modern author, a whole new generation can develop a love of literary tourism in Indianapolis. Indianapolis is also central to many large cities as well as being connected to the entire world. Because of its accessibility and potential for attractions based on modern literature, a whole new niche market should be developed based on the concept of literary tourism. Both Green and Vonnegut were raised in Indianapolis, so literary tourism can be developed about their lives in the city. Some of Green’s novels were written in Indianapolis, which helps to create a destination for where the works of literature were written. The final main category of literary tourism is having a destination where the story took place, which is true of

The Fault in Our Stars, as well as having certain elements in *Slaughterhouse-Five*. These two authors are crucial for creating a new destination for the next generation of literary tourists. If Indianapolis expands its literary tourism development, other cities might examine the works of literature set in their own city, as well as focusing on the lives of the authors.

For bigger cities, this new element of tourism would add another dimension to the overall tourism market that is already established. Literary tourism could also develop more in the United States, focusing on more modern literature and taking novels and connecting them to tourism destinations. For smaller cities, the increase of literary tourism could have a larger impact on the economy. Indianapolis already has an established tourism department that focuses on bringing tourists to the city. If a special division specialized in promoting the importance of literary tourism, as well as providing information about attractions found in the works of literature or about the authors were established, more people would come into the city for literary purposes. Based on the findings of how tourism developed and is still developing within the Lake District and on Prince Edward Island, there is room to develop a completely sustainable tourism market within the Indianapolis area. Literary tourism can also be combined with other elements of niche markets found within the Indianapolis area, creating a whole package of tourism options for potential visitors. Tours can be arranged to experience Vonnegut or Green and their works. Tour companies can develop these, as well as attractions themselves by creating tour packages. Attractions can also be developed that focus more on Vonnegut or Green, and more public support could be given to the Vonnegut Library in order to raise enough money to secure the new building, thereby expanding the Vonnegut collection. Tourism has the potential to be further developed through the lens of literary tourism and provide an economic boost for the entire area.

Conclusion

Literary tourism brings together people with similar interests from all over the world. Each area of the world has its own unique way of storytelling, whether through more modern methods, like novels or poems, or from more ancient methods of oral traditions. Literary tourism capitalizes on the importance of setting that can be a direct attraction, or inspired by the places where a writer lived. By creating attractions, or using already established natural and cultural resources, literary creates a world in which tourists can experience a text in real life. Each culture has their own form of literary tourism that attracts visitors from its own country, as well as reaching out to the world. Even though literary tourism is a small facet of the tourism industry, it can have many potential benefits including economic growth and added employment opportunities. Literary Tourism has proven to be environmentally and culturally sustainable because maintaining authenticity is such a crucial aspect of this sector. Beyond the economic benefits, in the case of Indianapolis, literary tourism could enhance the city's place image beyond its reputation as a center for sports tourism and would provide a welcome addition to the region's growing list of cultural and heritage attractions.

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